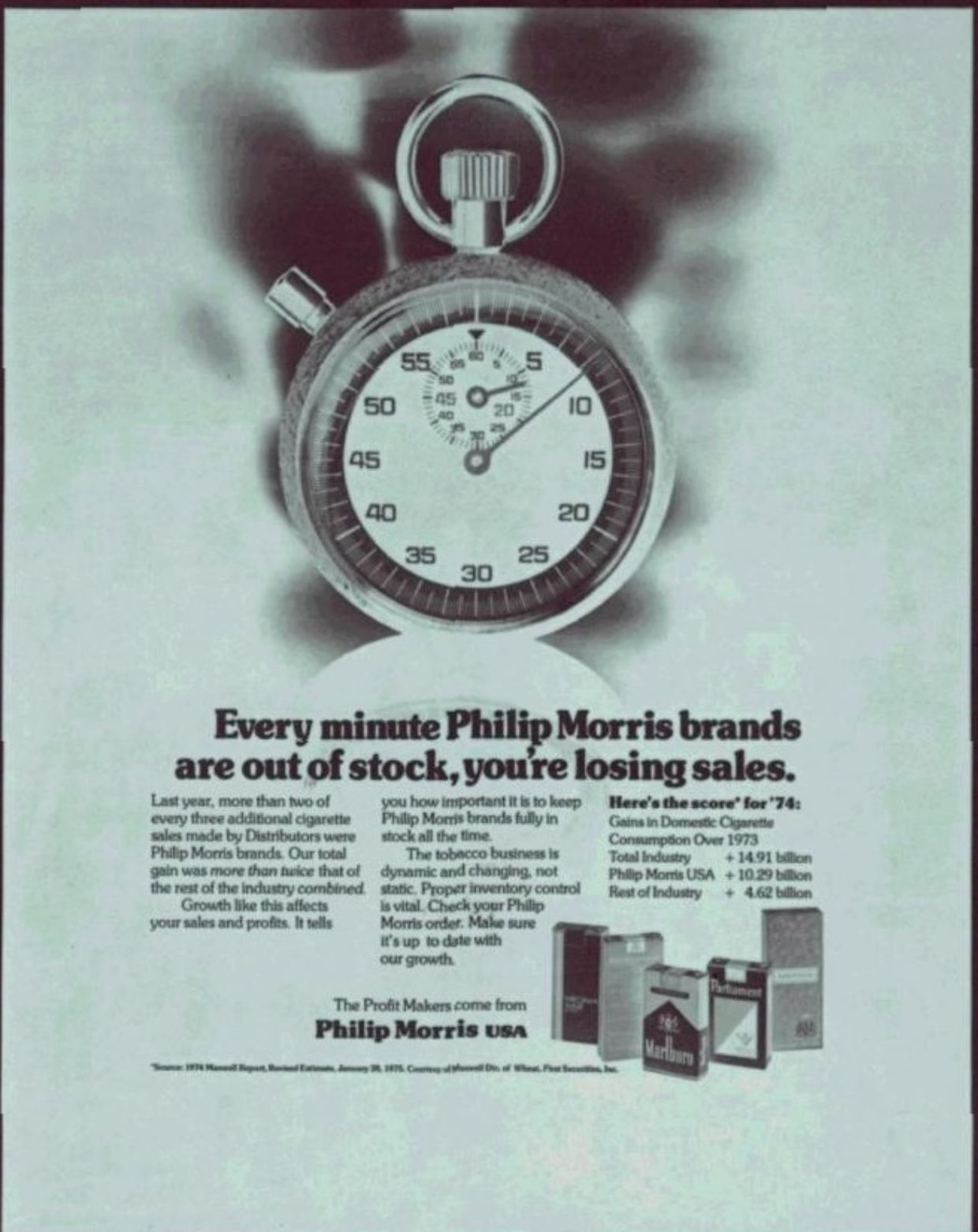
LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. S-5085R – Stopwatch – Req. No. 11501 – B&W Bleed – 9⅞x11 – Tobacco Distributors – 75 – (C)
Printed in U.S.A.



Every minute Philip Morris brands are out of stock, you're losing sales.

Last year, more than two of every three additional cigarette sales made by Distributors were Philip Morris brands. Our total gain was *more than twice* that of the rest of the industry *combined*.

Growth like this affects your sales and profits. It tells you how important it is to keep Philip Morris brands fully in stock all the time.

The tobacco business is dynamic and changing, not static. Proper inventory control is vital. Check your Philip Morris order. Make sure it's up to date with our growth.

Here's the score* for '74:
Gains in Domestic Cigarette Consumption Over 1973

Total Industry	+ 14.91 billion
Philip Morris USA	+ 10.29 billion
Rest of Industry	+ 4.62 billion

The Profit Makers come from
Philip Morris USA

*Source: 1974 Maxwell Report, Revised Estimate, January 20, 1975. Courtesy of Maxwell Div. of Wheat, First Securities, Inc.

2061193940
Source: https://www.industrydocuments.ucsf.edu/docs/hkhx0001
2061193940